LOCATION SOLUTIONS MADE EASY

PATIENT PROXIMITY STUDY

SAMPLE

DATE:	Date
BUSINESS NAME:	Smith Optometry
BUSINESS TYPE:	Optometry
BASE LOCATION:	1234 Main Street, Any Town, US
Layer #1:	0 to 2-Mile Radius
Layer #2:	2.1 to 5-Mile Radius
Layer #3:	5.1 to 10-Mile Radius
Layer #4:	10.1 to 15-Mile Radius
Layer #5:	15.1 to 20-Mile Radius
Layer #6:	Over 20 Mile Radius

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LOCATE™ Location Strategy

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Table of Contents

Title Page	1
Table of Contents	2
Maps	
Layer Overlay Map	3
Patient Disperson Analysis	
Number of Patients By Layer	4
Patient Data Analysis (Up to 6 Optional Data Categories)	
Patient Age	5
Longevity As A Patient	6
Follow-Up Appointment Scheduled?	7
Patient Race	8
Insurance Status	9
Free Next Steps Call	10

Sample Data Fields Shown.
Final Selection of Data Fields
Will Be Made By The Customer

Patient Proximity Study (PPS) Applications

Locate Strategy's proprietary world-class Platform was created to be an unbiased source for all location-related issues, including **startup location decisions, practice purchase evaluations, due diligence, and evaluation of existing practice markets for potential moves, expansions, and more.**

The PPS is a key component of the Platform. The PPS displays the patient dispersion on a map and provides up to five custom-selected radius or drive-time layers that show the number and percentage of patients in each layer in relation to the existing practice location.

Knowing Patient Dispersion might be the most vital due diligence information to have. Issues to Consider:

- Purchase Negotiations
  - o If you are buying a practice, what is the main asset involved? **The Existing Patient Base.**
  - o Once you know where your existing patients are located, consider these questions:
    - Is a patient 5 minutes away more valuable than a patient 20 minutes away?
    - Is there a higher risk of retaining the patient located further from the office during a transition?
    - All things equal, is a Practice with 65% of its patients within a 10-minute drive time worth more than a practice with 40% of its patients within a 10-minute drive?
- Business Planning, Ongoing Operations, and Marketing
  - o Determine areas of patient concentration for focused marketing for referrals and areas of opportunity
- Evaluating New Locations or Moving an Office
  - o Determine what overlap exists if a second location is added
  - o Which patients would be likely to move to your second location?
  - o If relocating your office to a new location (outgrown existing space), you can determine how that location accommodates the existing patient base.
  - o The full picture of the market for a current or proposed location including competition analysis and 19 demographic factors can be obtained in a corresponding Location Study or Location Demographics report.

In addition, you can select up to six data categories from your CRM to be analyzed by layer. Contact us for more details.

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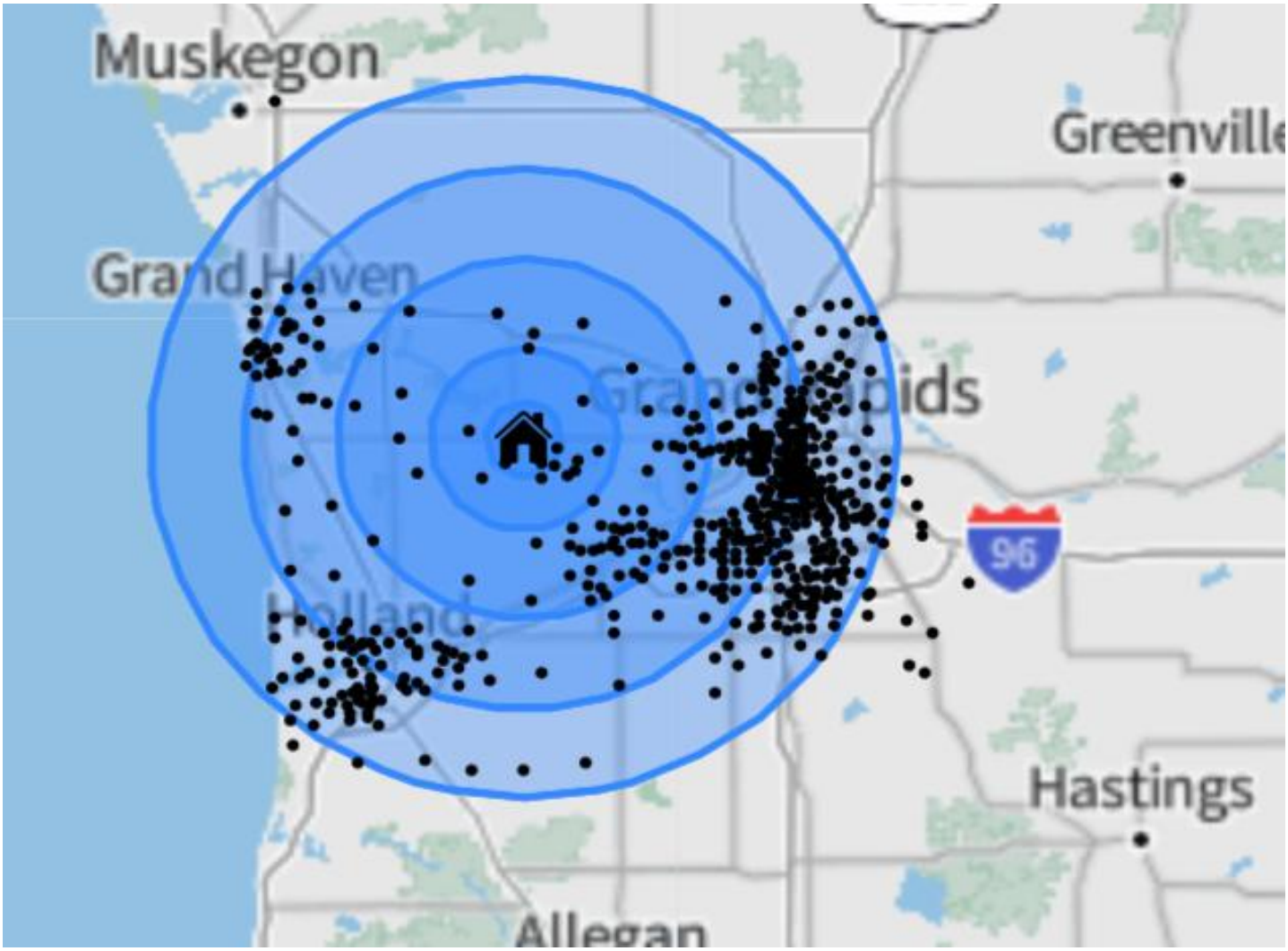
Layer Overlay - Radius Area Map

1234 Main Street, Any Town, US



The house icon is the base location for this report. Black dots represent Patient Locations.

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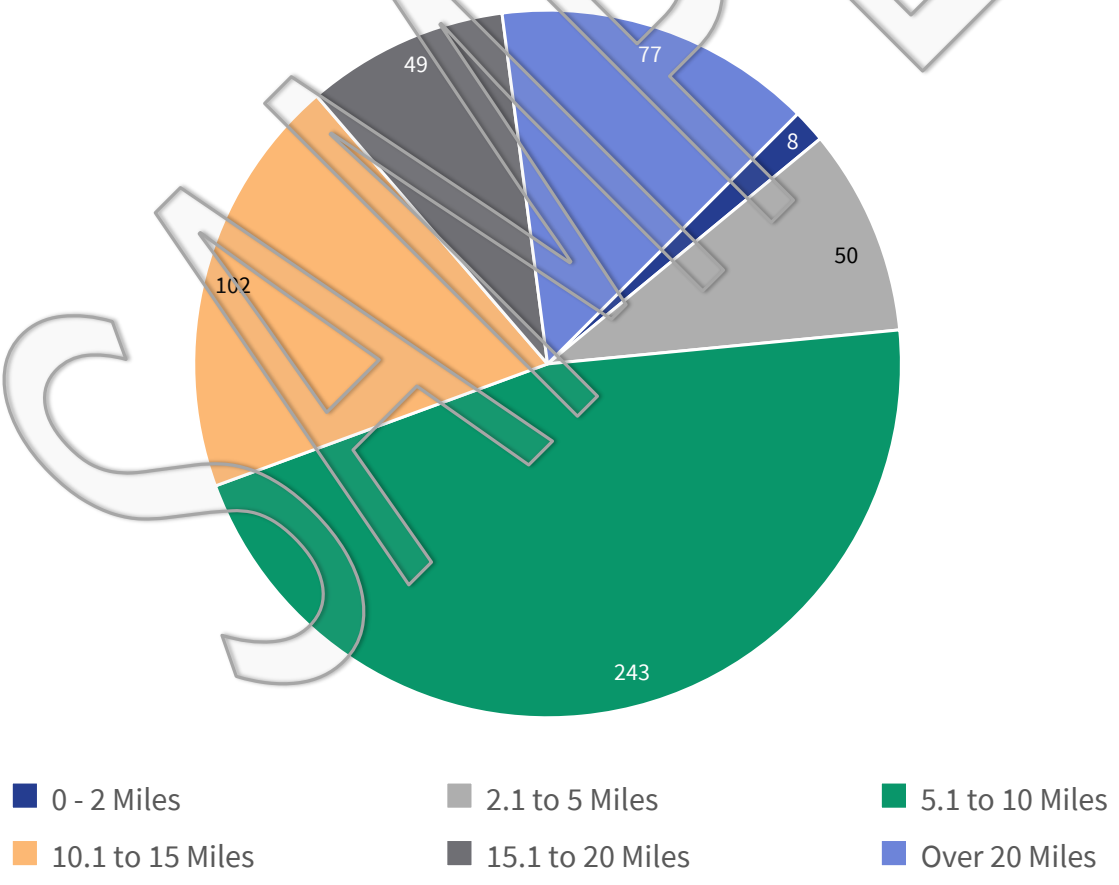
Number of Patients By Layer		
Radius Layer	**Total Patients in Layer**	**Percentage/Layer**
0 - 2 Miles	8	1.5%
2.1 to 5 Miles	50	9.5%
5.1 to 10 Miles	243	45.9%
10.1 to 15 Miles	102	19.3%
15.1 to 20 Miles	49	9.3%
Over 20 Miles	77	14.6%
TOTAL	529	100.0%

Patient Dispersion By Layer



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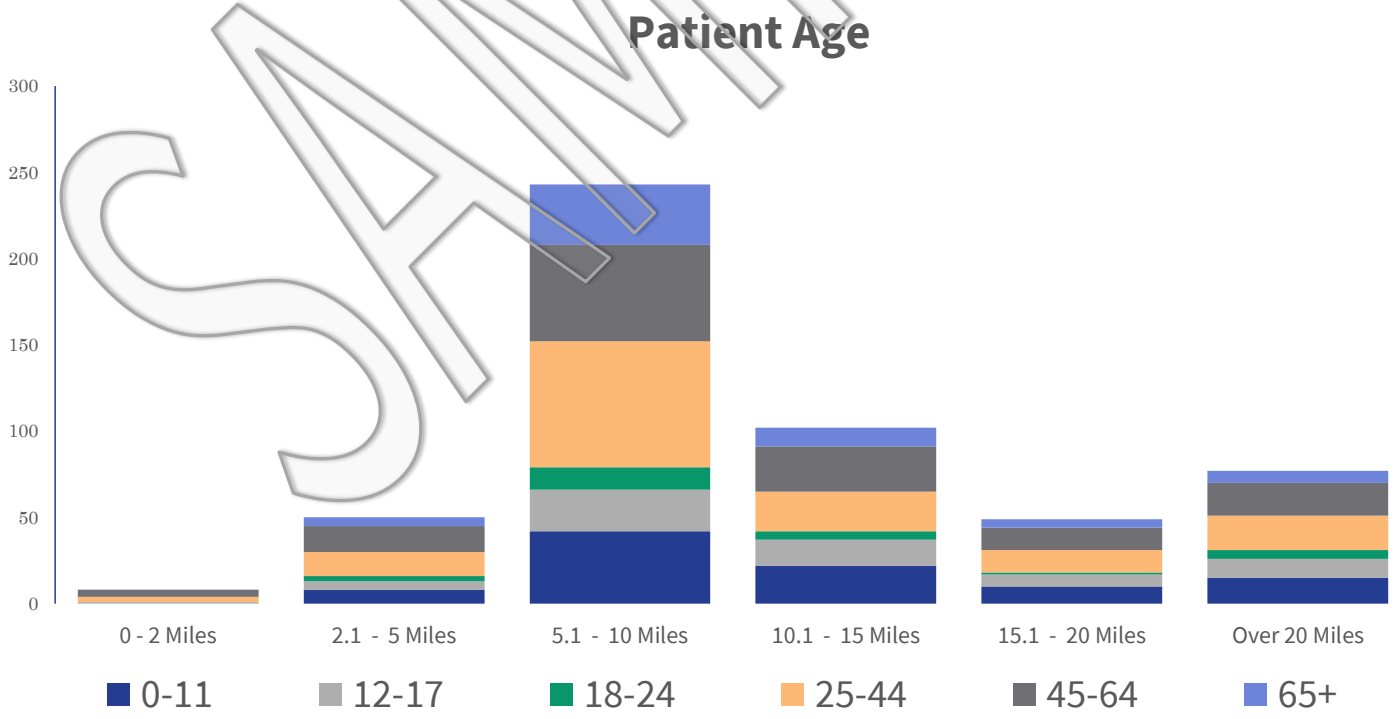
Patient Age

Age Range	0 to 2 Miles	2.1 to 5 Miles	5.1 to 10 Miles	10.1 to 15 Miles	15.1 to 20 Miles	Over 20 Miles	Totals
0-11	0	8	42	22	10	15	97
12-17	1	5	24	15	7	11	63
18-24	0	3	13	5	1	5	27
25-44	3	14	73	23	13	20	146
45-64	4	15	56	26	13	19	133
65+	0	5	35	11	5	7	63
TOTALS	8	50	243	102	49	77	529

SAMPLE



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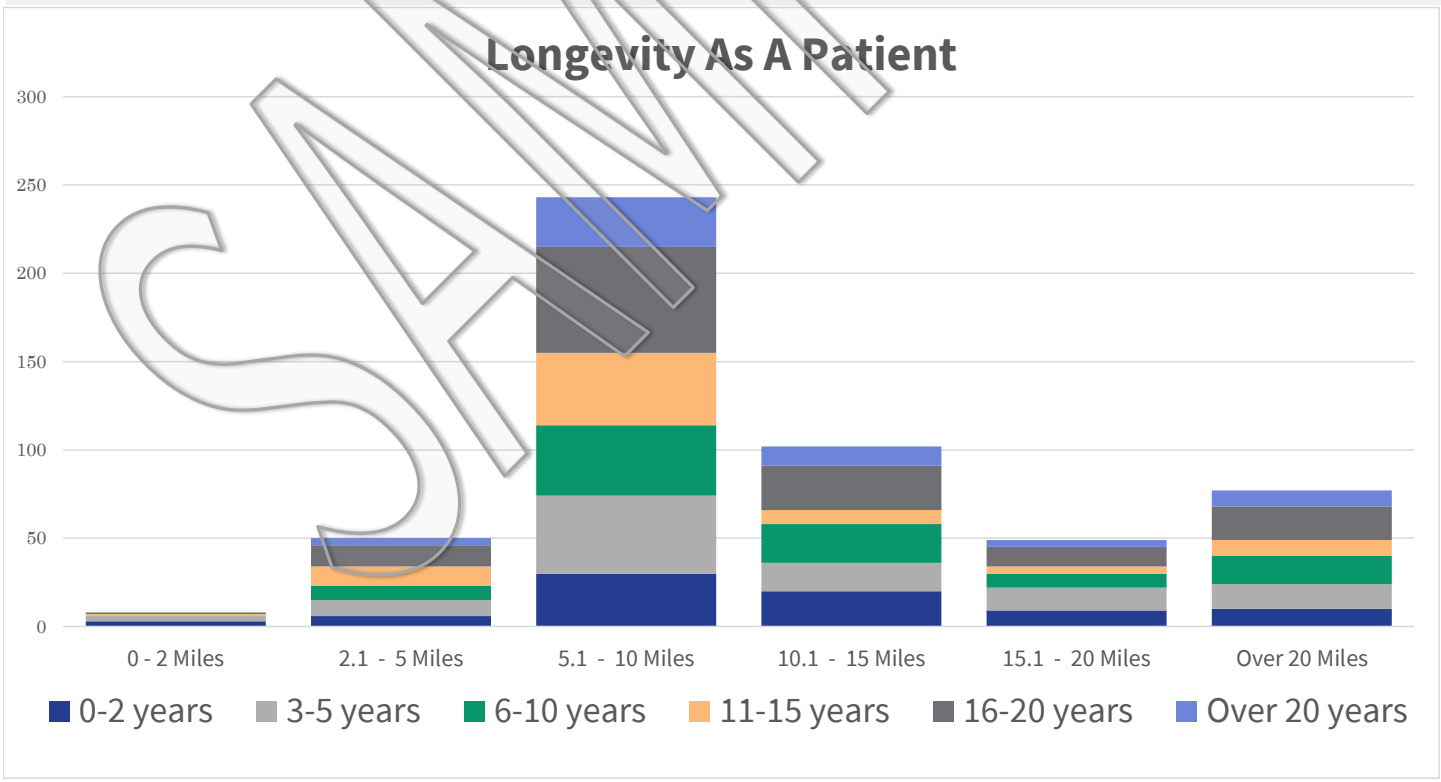
Longevity As A Patient							
Number of Years As A Patient	0 to 2 Miles	2.1 to 5 Miles	5.1 to 10 Miles	10.1 to 15 Miles	15.1 to 20 Miles	Over 20 Miles	Totals
0-2 years	3	6	30	20	9	10	78
3-5 years	3	9	44	16	13	14	99
6-10 years	0	8	40	22	8	16	94
11-15 years	1	11	41	8	4	9	74
16-20 years	1	12	60	25	11	19	128
Over 20 years	0	4	28	11	4	9	56
TOTALS	8	50	243	102	49	77	529



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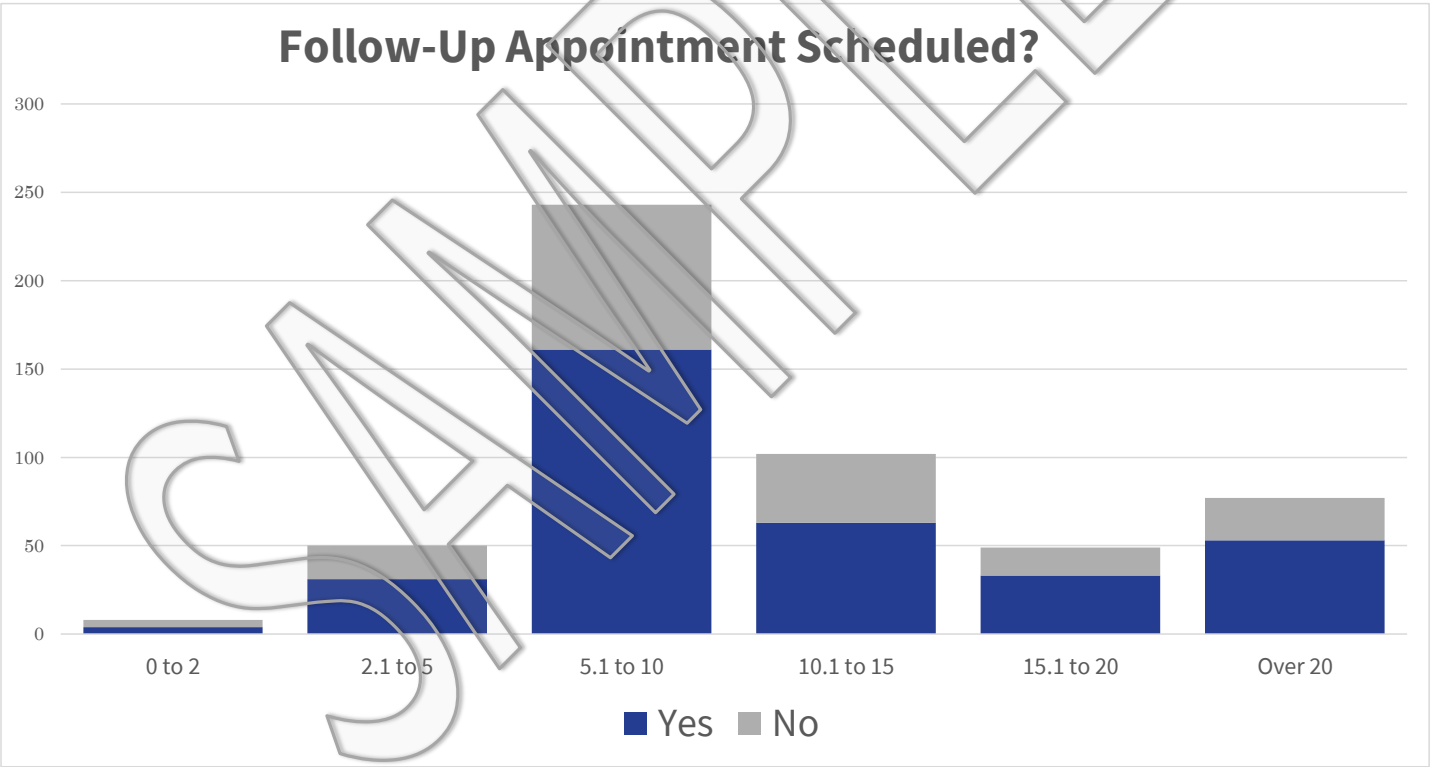
Follow-Up Appointment Scheduled?							
Does the Patient Have a Follow-Up Appt Scheduled?	0 to 2 Miles	2.1 to 5 Miles	5.1 to 10 Miles	10.1 to 15 Miles	15.1 to 20 Miles	Over 20 Miles	Totals
Yes	4	31	161	63	33	53	345
No	4	19	82	39	16	24	184
TOTALS	8	50	243	102	49	77	529



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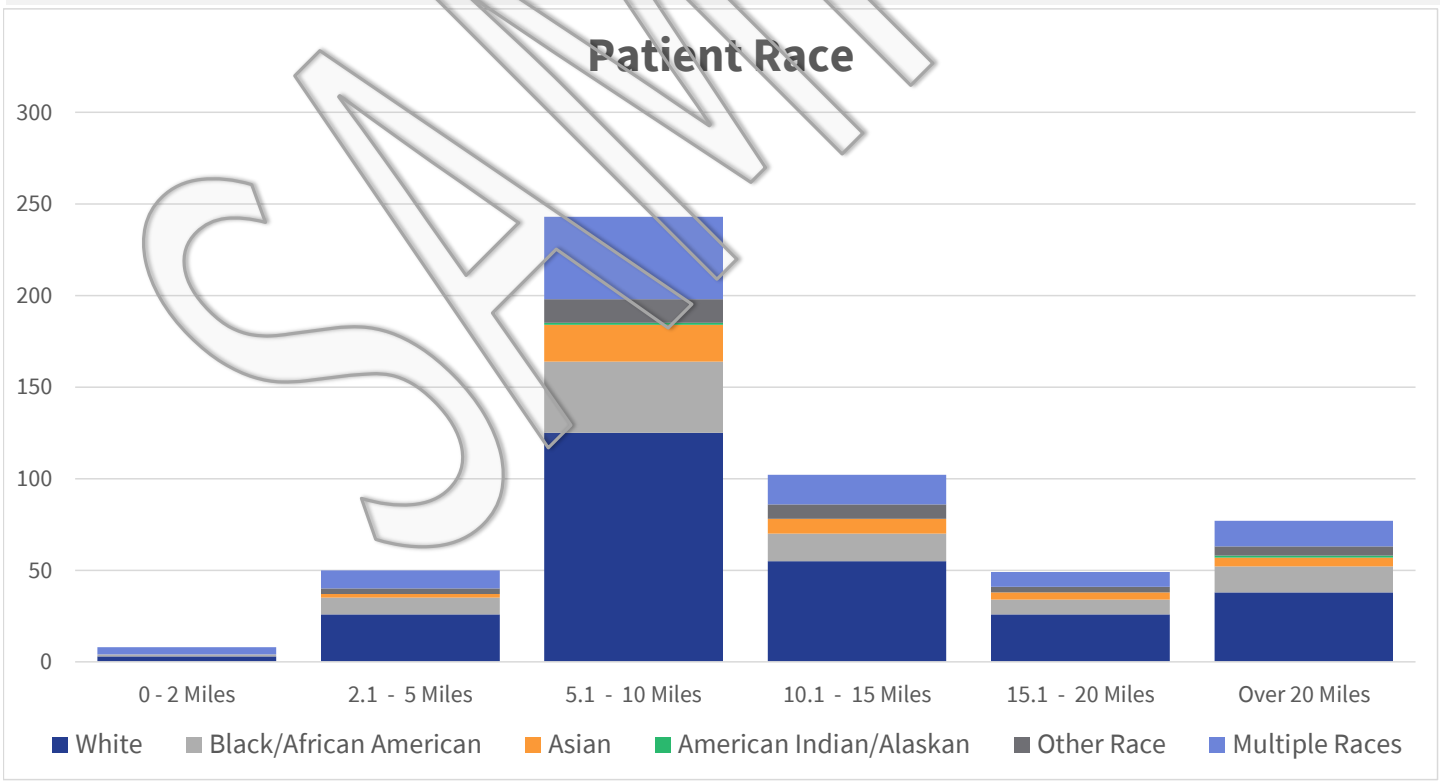
Patient Race

Race	0 to 2 Miles	2.1 to 5 Miles	5.1 to 10 Miles	10.1 to 15 Miles	15.1 to 20 Miles	Over 20 Miles	Totals
White	3	26	125	55	26	38	273
Black/African American	1	9	39	15	8	14	86
Asian	0	2	20	8	4	5	39
American Indian/Alaskan	0	0	1	0	0	1	2
Other Race	0	3	13	8	3	5	32
Multiple Races	4	10	45	16	8	14	97
TOTALS	8	50	243	102	49	77	529



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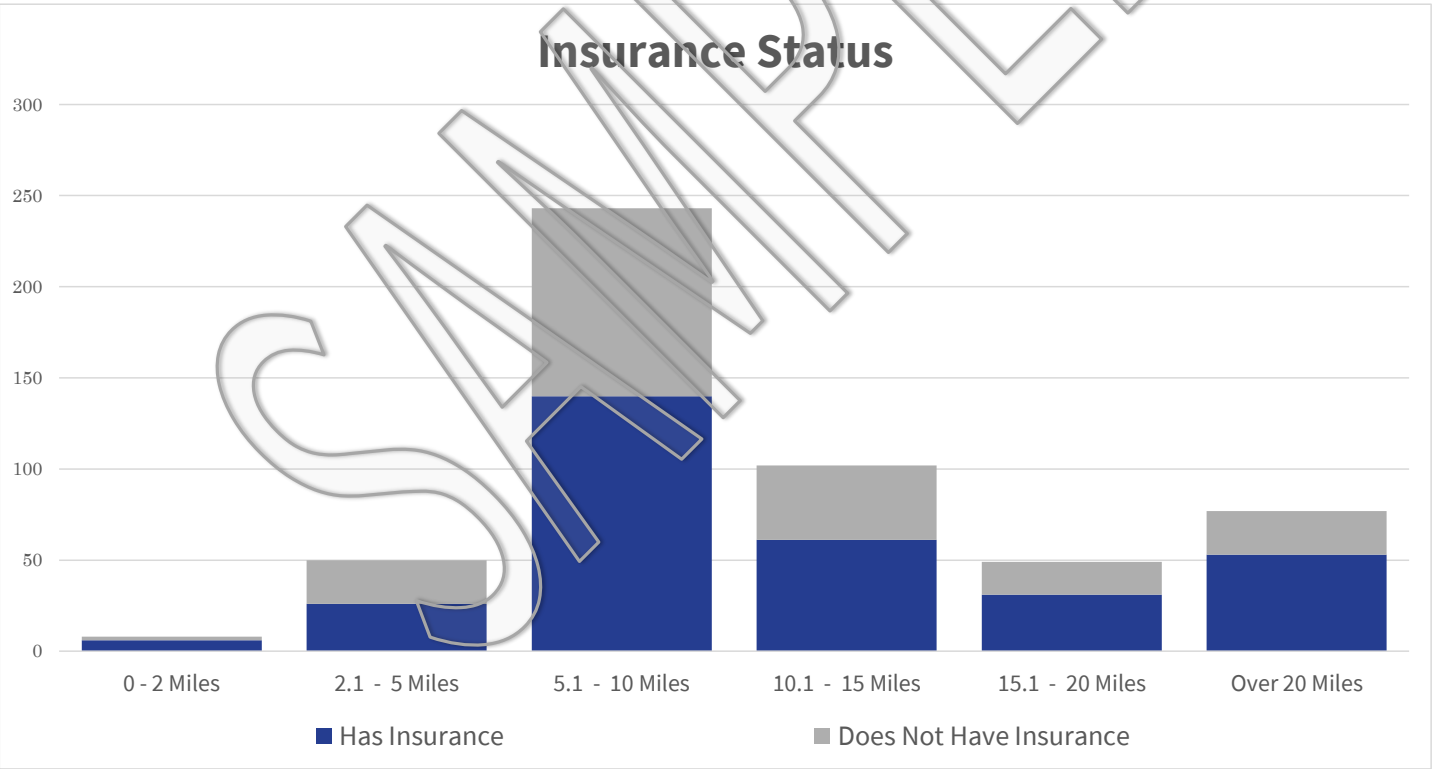
Insurance Status							
Insurance Status	**0 to 2 Miles**	**2.1 to 5 Miles**	**5.1 to 10 Miles**	**10.1 to 15 Miles**	**15.1 to 20 Miles**	**Over 20 Miles**	**Totals**
Has Insurance	6	26	140	61	31	53	317
Does Not Have Insurance	2	24	103	41	18	24	212
TOTALS	8	50	243	102	49	77	529



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Thank you for choosing Locate!

Location Solutions made easy.

For more information about this Study, Click Here to follow the link to the Product Page for ordering options including the 6 Optional Data Categories.

Schedule your free Next Steps Call with your specialist to review and interpret your results.

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